

Exam. Code: 844

Sub. Code: 6301

1125

P.G. Diploma in Marketing Management

First Semester

DMM-101: Fundamentals of Economics and Management

Time allowed: 3 Hours

Max. Marks: 70

NOTE: Attempt five questions in all, selecting atleast one question from each Unit. All questions carry equal marks.

x-x-x

UNIT-I

- I. Explain the nature and scope of economics.
- II. What is elasticity of demand? What factors determine elasticity of demand?
- III. Explain the law of variable proportions. Explain various stages of this law with the help of a diagram.

UNIT - II

- IV. Explain the role of fiscal policies in a developed economy.
- V. Explain various components of environment affecting business with examples.

UNIT - III

- VI. Write a detailed note on corporate social responsibility and ethics.
- VII. What is planning? How can planning be made effective?
- VIII. Explain Henry Fayal's contribution to management.

UNIT- IV

- IX. Define decentralization. How it is different from centralization.
- X. Explain the process of control. How effective control can be ensured?

x-x-x